



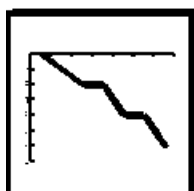
## Builder Guide

# Increase Profits by Selling Homes with the ENERGY STAR Label



## DESCRIPTION

Builder marketing experts often insist that a home must be memorable and easily differentiated from other homes to have an effective impact on potential buyers. EPA is creating a distinctive and positive name for the ENERGY STAR label. EPA expects potential home buyers to increasingly look for the ENERGY STAR label as the sign of a high quality energy-efficient home.



## BENEFITS

EPA supports ENERGY STAR labeled homes partners with marketing efforts directed toward home buyers. Visibility in the marketplace through the ENERGY STAR label combined with anticipated customer satisfaction can lead to increased home sales and greater profits.

- ☐ **Homes with the ENERGY STAR label are supported by a national promotion effort.**

An EPA sponsored ENERGY STAR labeled home is a highly distinguishing feature in the new home market. The label identifies homes that can offer superior comfort and performance. EPA's efforts to promote awareness nationwide will lead to a wide range of coverage on TV, radio and print media. In addition, customer brochures, fact sheets, advertisement concepts and sales tools should all help builders communicate the impressive benefits of owning an energy efficient home. (See "Marketing Materials" box on other side.)

- ☐ **Differentiate your product for more sales.**

You can expect customers to be most attracted to the location, design, layout, and amenities your homes and subdivisions offer. Once you have made an emotional connection based on these critical criteria, you can encourage your customers to compare projected utility bills with other less energy-efficient homes, and appreciate the enhanced comfort and performance of their new ENERGY STAR labeled home. Thus, you now have important facts to close deals your competition building less efficient homes does not have.

- ☐ **Tap into the market for energy-efficient homes to increase your home sales.**

Experience in the marketplace and national building industry surveys are showing evidence of a rapidly expanding market for energy-efficient homes. Many home buyers with prior experience living in drafty uncomfortable houses with high utility bills are looking for quality alternatives. The ENERGY STAR label will facilitate your ability to capture this growing market to increase sales and often minimize costly selling time.

☐ **ENERGY STAR labeled homes feature state-of-the-art technology**

ENERGY STAR labeled homes often include state-of-the-art HVAC equipment, windows, and construction techniques. These advanced technologies are designed to perform better and last longer than minimum code technologies. Homeowners that are looking for improved comfort and energy efficiency in their new home will recognize the long term benefits of these advanced features.

Moreover, when promoting resale value, you can expect ENERGY STAR labeled homes to be less technologically obsolescent and demonstrate a long track record of low utility bills. These can be strong selling advantages.



**Sample Model Home Plaque**

**EPA ENERGY STAR labeled homes  
Marketing Materials**

**Example Promotional Materials**

- ☐ Consumer Brochures
- ☐ Financing Worksheets
- ☐ Return on Investment Table
- ☐ ENERGY STAR Logo
- ☐ Drop-in Ad Modules
- ☐ Builder Publicity Kit
- ☐ Marketing and Sales Presentations



## RESOURCES

- ☐ For more information on the ENERGY STAR labeled homes program, call 1-888-STAR-YES or access the ENERGY STAR labeled homes web page on the Internet at: <http://www.energystar.gov/homes>.
- ☐ *Professional Builder 1996 Annual Consumer Survey*. Write to: Consumer Survey, Research Department, Professional Builder, P.O. Box 5080, Des Plaines, IL 60017-5080. (A summary of survey results can be found at their web site on the Internet: <http://www.probuilder.com>).